

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

NETFLIX, INC.,

Plaintiff (s),

v.

BLOCKBUSTER, INC.,

Defendant(s).

No. C 06-02361 BZ

**ORDER SETTING INITIAL CASE  
MANAGEMENT CONFERENCE  
AND ADR DEADLINES**

IT IS HEREBY ORDERED that this action is assigned to the Honorable Bernard Zimmerman. When serving the complaint or notice of removal, the plaintiff or removing defendant must serve on all other parties a copy of this order, the handbook entitled "Dispute Resolution Procedures in the Northern District of California", the Notice of Assignment of Case to a United States Magistrate Judge for Trial, and all other documents specified in [Civil Local Rule 4-2](#). Counsel must comply with the case schedule set forth below unless the Court otherwise orders.

IT IS FURTHER ORDERED that this action is assigned to the Alternative Dispute Resolution (ADR) Multi-Option Program governed by [ADR Local Rule 3](#). Counsel and clients shall familiarize themselves with that rule and with the material entitled "Dispute Resolution Procedures in the Northern District of California" on the Court ADR Internet site at [www.adr.cand.uscourts.gov](http://www.adr.cand.uscourts.gov). A limited number of printed copies are available from the Clerk's Office for parties in cases not subject to the court's Electronic Case Filing program (ECF).

**CASE SCHEDULE -ADR MULTI-OPTION PROGRAM**

Date	Event	Governing Rule
4/4/2006	Complaint filed	
21 days before CMC * 6/26/2006	Last day to: <ul style="list-style-type: none"> <li>meet and confer re: initial disclosures, early settlement, ADR process selection, and discovery plan</li> <li>file ADR Certification signed by Parties and Counsel (form available at <a href="http://www.adr.cand.uscourts.gov">www.adr.cand.uscourts.gov</a>)</li> <li>file either Stipulation to ADR Process or Notice of Need for ADR Phone Conference (forms available at <a href="http://www.adr.cand.uscourts.gov">www.adr.cand.uscourts.gov</a>)</li> </ul>	FRCivP 26(f) & ADR L.R.3-5  Civil L.R. 16-8 (b) & ADR L.R. 3-5(b)  Civil L.R. 16-8 (c) & ADR L.R. 3-5(b) & (c)
7 days before CMC * 7/10/2006	Last day to complete initial disclosures or state objection in Rule 26(f) Report, file Case Management Statement (form available at <a href="http://www.cand.uscourts.gov">www.cand.uscourts.gov</a> ), and file Rule 26(f) Report	FRCivP 26(a) (1) & Civil L.R. 16-9
7/17/2006	INITIAL CASE MANAGEMENT CONFERENCE (CMC) in Ctrm G, 15th Floor, SF at 4:00 PM	Civil L.R.16-10

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\* If the Initial Case Management Conference is continued, the other deadlines are continued accordingly.